

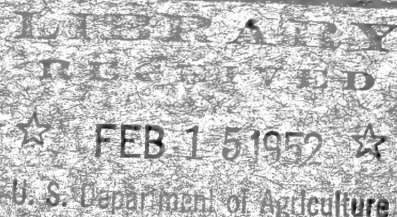
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FLEMING'S FLOWER FIELDS  
Garden Chrysanthemum Specialists  
3100 LEIGHTON AVE., LINCOLN, NEBR.



### SPRING TRADE LIST OF "MODERN MUMS FOR 1952"

Once again we are pleased to be able to offer to the trade the new Uni. of Nebraska mums. As before, they have been tested at many points throughout the northern half of the country after years of trial under the supervision of their creator, Mr. Glenn Viehneyer, at the North Platte Experiment Station. We therefore have no compunctions in advocating their wide usage. In addition to the new Nebraska mums our list includes the newest offerings from other leading hybridizers. It is for this reason we title our lists "MODERN MUMS FOR 1952".

#### 1952 UNIVERSITY OF NEBRASKA INTRODUCTIONS

ARAPAHOE (N.P. 143) Huge flowers, 3-5" in diameter without disbudding are produced on long stems from husky 36" plants. The color is a rich red with reddish bronze reverse. Petals are long and strap-like with a slight waviness thus giving flowers a pleasing informal character. Arapahoe is very frost tolerant, having withstood repeated freezes as low as 25 degrees without significant damage to flowers, buds or foliage. September 15th.

Rooted cuttings, \$22.00 per 100.

Strong plants in 2" bands, \$3.50 per 10, \$27.00 per 100.

LESHARA (N.P. 146) Heavily branched husky 30" plants which are covered with sprays of five to twenty five fully double flowers 2-3" in diameter from early September until heavy freezes. The color is a very pleasing unusual one, being mulberry red on opening, shading on age to a softer red with old rose overtones. The second color phase is very attractive and one which is especially liked by the ladies. The flowers, buds and foliage, like those of Arapahoe, are very frost tolerant, withstanding many exposures as low as 25 degrees with no more than an occasional damaged petal.

Rooted cuttings, \$20.00 per 100.

Strong plants in 2" bands, \$3.25 per 10, \$25.00 per 100.



## 1951 UNI. OF NEBR. INTRODUCTIONS

OSCEOLA - Long stemmed three inch flowers of bright yellow during early blooming season which take on coppery overtones with the approach of cold weather. Husky, well branched plants, 30-36" high with rich dark green foliage. An excellent cut flower from August until killing frosts. Quantity very limited for balance of season.

TECUMSEH - A superior cushion mum. Compact 12-15" mounds are completely covered with  $1\frac{1}{2}$  to 2" flowers. The color is an attractive erythrite red which becomes buff bronze with pinkish shadings in hot August weather. One of our largest sellers in the field last fall from Sept. until late October. Blooms from early August on.

WHITE CLOUD - A new white mum which we consider to be superior to Avalanche in all respects. Fully double 3-5" flowers made up of sharply pointed petals are pure white on outside while undeveloped inner petals and buds show creamy yellow tints. A local mum fancier disbudded White Cloud to 8 or 10 single flowered stems and produced 6 to 7" flowers on 40" stems. A truly magnificent variety, blooming from mid August until killing frosts. Withstands 29 ° without significant damage, which is most unusual for a white mum. Important! Do not confuse this variety with another one bearing the same name which has been in commerce for many years and which is smaller and much later flowering.

Rooted cuttings of above three - \$12.00 per 100.

## 1952 INTRODUCTIONS FROM OTHER HYBRIDIZERS

The varieties below are offered in extremely limited quantities. Strong 2" banded plants for delivery beginning April 15th.

ALEX CUMMING (Bristol) Superb four inch incurved flowers of pure cerise, softening to a pleasing rose shade. Lusty 30" plants.

Early October flowering. Retail at \$1.25 each. 10 for \$4.25

AVALON (De Petris) Formal pompon of a glowing bronze color. Good stems with upright growth habit. Resembles Mme. Chiang Kai Shek but with better growth habit. October 1st. 10 for \$3.00.

BLUSHWHITE (Lehman) A superior new spoon with tube and spoon about equal in length. Color is chalk white overlaid soft lav. \$3.00 per 10.

BRIGADIER (De Petris) Large carnine-red pompon. Good bushy growth and excellent foliage. 24" stems. October 1st. 10 for \$3.00.

ENTERPRISE (De Petris) Rich amaranth pink solid pompons, well suited for cutting. Medium tall growth, good stems and foliage. Oct. 1st. \$3.00/10.

GOLD SPOON (Lehman) Large flowers of soft golden yellow shading to aroline yellow. Tubes and spoons are of same color. Late Sept. \$3.00 per 10.

MALINDA BROWN (Kraus) Large free flowering blooms of lavender rose. Flowers fully double with incurving petals. Husky 18" bushy plant, upright habit. Dark green foliage. Late Sept. \$3.00 per 10.

MOONLIGHT (De Petris) Vivid soft yellow formal decorative flowers which are 3" in diameter and have fine keeping qualities. Very free flowering mid September variety. \$3.00 per 10.

PUMPKIN SPOON (Lehman) A most unique color, Excellent spoon flowers which open Persimmon orange and age to staffred yellow. \$3.00 per 10.

SPINDRIFT (Bristol) Lovely double three inch flowers of white with creamy centers. Petals have suggestion of Cactus character. Stocky 18-24" plants in bloom from early oct. on. \$4.25 per 10. (Retail \$1.25 each)

#### MORE UNI. OF NEBR. MUMS

CODY - This variety is generally conceded to be one of the very best cushion mums available. Plants are perfect flat topped 10-12" cushions growing to 40" across. Two inch flowers cover the plants from mid/July until killing frosts. Color varies from rosy lavender with white centers in hot weather to a glistening violet in cool weather. Now booking orders for delivery after April 15th as early season production is sold out. Rooted cuttings \$7.50 per 100. Bands 10 for \$1.50, 100 for \$13.00.

PEARL PARKINSON - (1950) Large flowers with loosely whorled and twisted petals. Color ranges from yellow with red flecks in early August to red with golden bronze reflections in cool weather. Quantity very limited for balance of season. Bands \$1.85 per 10.

PONCA (1950) Attractive sprays of double blooms resembling Pompon Zinnias in form of purplish red shade. Very frost tolerant. Bands, April 1st on. \$1.85 per 10, \$16.00 per 100.

SANTEE (1950) Attractive sprays of 2" double golden yellow flowers from mid August on. Extremely frost tolerant. Good for cutting. Bands only, April 15th on. \$1.85 per 10.

W.P. SNYDER - One of the finest garden mums and certainly one of the most brightly colored. Clusters of tightly double 2 -3" flowers of bright coppery apricot. Very frost tolerant. Early September flowering. Available as banded plants only, March 20th on. \$1.50 per 10, \$13.00 per 100.

# GENERAL LISTING OF MODERN MUMS

	Rooted Cuttings per 100	Banded per 10	per 100
+APRICOT SPOON (Lehman) Tubes of apricot bronze, spoons of apricot rose. Late Sept.	\$7.50	1.50	13.00
+AUTUMN BEAUTY (Wallie's Gdns) Large 3 to 4" flowers of deep bronze shaded with gold. Sturdy upright 22" plants. Finest early Sept. bronze.	--	2.50	--
AZTEC GOLD (Kraus 1951) Large very frost resistant double lemon yellow. Late Sept.	10.00	1.85	16.00
+CANARY WONDER (Bristol 1951) Lovely canary yellow sport of White Wonder. Long stemmed pompon, fine for cutting. Late Sept.	--	2.50	--
+CARMINE QUEEN (De Petris) The best red pompon. Tall plant, long stems. - October 10th.	--	1.85	--
+CECIL BEED (Wallie's Gdns) The finest early large pink. Bright rose pink flowers. September 1st. Quantity very limited.	--	2.15	--
DAWNROSE (Kraus) Large double flowers of grenadin to bittersweet pink. October 5th.	8.50	1.65	14.00
DR. LONGLEY (Longley) Large double lavender pink flowers borne singly on stiff stems. L. Aug.	8.50	1.65	14.00
DUCHESS OF EDINBURGH (Perry) One of the Rubellum hybrids recently imported from England. Big single maroon red flowers. Early Sept.	--	1.85	16.00
+FIRESIDE (Yoder 1951) Double flowers, burnt orange with salmon overtones. October 10th.	--	2.15	18.00
FLAXEN BEAUTY (Bristol 1951) Four inch flowers resembling Cactus Dahlias in form. Blend of peach, yellow and coral shades. Oct. 1st.	12.00	2.15	18.00
+FUCHSIA FAIRY (Herr) One of the cutest mums. Nicely shaped 10-12" plants covered with 1" flowers of sparkling fuchsia. Sept. 20th	6.50	1.50	12.00
GENERALISSIMO (Wayside Gdns) Perfect 2" pompons similar in form to Mme Chiang Kai Shek of a lovely Magnolia purple. A perpetual favorite with visitors. Mid Sept.	--	1.85	--
GENERAL BRADLEY (Corliss 1951) Blend of apricot sea-shell pink and buff. Long stemmed clust-			



	Rooted cut. Bands		
	per 100	per 10	per 100
ers. Early flowering. Very showy.	\$12.00	2.15	18.00
GENERAL MAC ARTHUR (Corliss 1951) Fully double blooms of coppery red. A husky grower and early bloomer.	12.00	2.15	18.00
GENERAL MARSHALL (Corliss 1951) A rich harmony of deep old rose, purple and old gold with light buff reverse. Strong bushy plants. Early Sept.	12.00	2.15	18.00
GLADNESS (Kraus) Much branched 15-18" plants, fully double flowers of clear China rose. Sept. 1st.	6.50	1.50	12.00
GOLDEN GOPHER (Kraus 1951) Medium large flowers of deep cadmium orange shading to yellow at edges.	10.00	1.85	16.00
GOLDEN WAND (Becker) Perfect 15" mounds covered with fully double golden yellow flowers. Oct. 5th.	--	1.65	15.00
+GOVERNOR DUFF (Conard-Fyle) Large pompons of brilliant orange with golden orange reverse. Late Sept.	7.50	1.50	13.00
HONEYCOMB (Yoder) Masses of bright yellow button poms with orange gold overtones. Late Sept. Fine pot.	6.50	1.50	12.00
HUNTSMAN (Bristol) Three inch blooms of scarlet orange overlaid walnut bronze. One of best in early Oct.	7.50	1.50	13.00
KATHLEEN LEHMAN (Kraus) Bright orange gold deepening to red gold at center. Very frost tolerant. Sept. 25	8.50	1.50	14.00
LEE POWELL (Kraus 1951) Large soft ragged flowers of chinese yellow, orange yellow at center. One of showiest newcomers. Late September.	12.00	2.15	18.00
+LEMON DROP (Lehman 1951) Compact plants loaded with yellow buttons. Fine for early color. Sept. 1st.	10.00	1.85	16.00
+LUCKY THIRTEEN (Becker 1951) Brilliant dandelion yellow ball shaped pompons. Bushy 2 foot plants.	12.00	2.15	18.00
+MAGNIFICENT (Kraus) 3-4" flowers of plum red with a coppery overcast. Truly a magnificent sight. Sept.	6.50	1.50	12.00
MARIONETTE (Yoder 1951) Rust red pompons on nicely shaped two foot plants. Fine for cutting or as a potted plant. Late Sept.	8.50	1.50	14.00
+MING (Kraus 1951) Large stiff petaled flowers of orange gold resembling a Calendula inform.	12.00	2.15	18.00
MISTY MAID (Bristol 1951) Large loosely double blooms of delicate sea-shell pink fading to misty, cloudy white. A favorite with ladies. Sept. 20th.	10.00	1.85	16.00

	Rooted Ctgs. per 100	Banded Per 10	per 100
MONA (Depetris) Large long stemmed perfectly formed apricot bronze pompons. Oct. 5th.	--	1.85	16.00
MOONLIGHT (Longley) Upright 18" plants covered with trusses of quilled cactus-like petals. Creamy white flowers. Late August.	\$8.50	1.65	14.00
♦MY LOVE (Becker 1951) Three inch ball shaped pompons on strong 30" plants. Petals are white, edged with purple on opening while entire flower shades to lavender on age.	--	2.15	---
MYRTLE WALGREEN (Kraus) An improved Chippewa. Double purple flowers. Late Sept.	8.50	1.65	14.00
NINA (Kraus 1951) Double flowers of persian rose, darker towards center. Late Sept.	--	2.15	---
PINK OPAL (Kraus 1951) Large flowers of pale persian rose, overlaid cream with greenish tints at center. Fine for cutting.	12.00	2.15	18.00
POWDER PUFF (Bristol) The best white cushion. Twelve inch plants. Early September.	7.50	1.50	13.00
QUILLED CUSHION (Lehman) 15-18" cushion-like plants covered with cactus dahlia-like flowers of oriental red to bronze. Sept. 25.		1.65	14.00
ROYAL GEM (U.S.D.A.) Very fully double flowers of dark garnet red with incurved petals. ('51)--		2.15	---
SKI TRAIL (U.S.D.A. 1951) Large double ivory white pompons with stiffly incurved petals.	12.00	2.15	18.00
YELLOW CHRIS COLUMBUS (Neal 1951) A lovely lemon yellow sport of the superlative Chirs Columbus. Long stemmed sprays of pompons for cutting beginning Sept. 15th.	10.00	1.85	16.00
♦WAKU (Wyo. Exp. Sta.) Very double pure white flowers with long twisted petals which are whorled in center. Early Sept.	8.50	1.65	14.00



READ CAREFULLY ! - INSTRUCTIONS FOR ORDERING

TERMS OF SALE

1. Five plants will be furnished at the ten rate. Twenty five at the 100 rate. Minimum order \$3.00
2. Cash with order, please, unless credit arrangements are made. No C.O.D. orders will be accepted.

+ TIME OF SHIPMENT

1. Varieties preceded by this sign (+) will be available as follows: Rooted cuttings (when offered) beginning about March 15th. Banded plants (2" Bird Vita-Bands) from April 10th.
2. All other varieties will be available as rooted cuttings beginning Febr. 20th and as banded plants from March 15th on.
3. We will make every effort to make shipments when desired, therefore please mark your order with a definite date of delivery. Early orders of course will receive preference as all will be booked in the order in which they are received.

MODE OF SHIPMENT

Shipments will be made by Express, F.O.B. Lincoln, Nebr. unless directed otherwise.



Here is your Garden Mum Guide

Sect. 34.66 P.L.& R.

"MODERN MUMS FOR 1952"

from

FLEMING'S FLOWER FIELDS  
Garden Mum Specialists  
3100 LEIGHTON AVE.  
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